

Achieving Strategic Goals in 2009

The road to reaching strategic goals can be quite daunting.
So, how does one un-daunt the road?



Pétanque Business Specialists

Visit also www.tenstepsdo.com for more on strategy delivery

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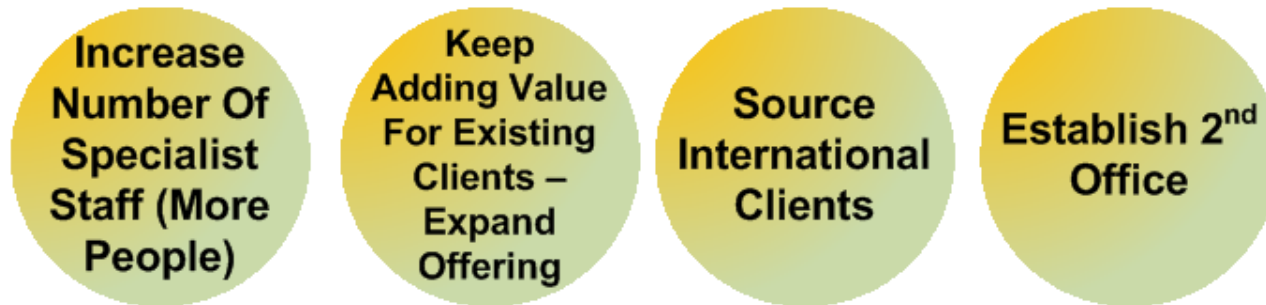
Rethink and relook what your vision is for the end of 2009 and the end of 2010. Write it down, or draw a picture to depict where you want (your business) to be at and what you will look like when you are “there”, for example:



2

Decide what must be done to arrive at that vision. Write these elements down as strategic goals. For example

For the next year:



For 2011:



3

How will you know that the goals had been achieved? Decide what to measure and how. These measurements must make sense and must be easy to measure and understand! For example:

	Q1-2009	Q2 -2009	Q3 -2009	Q4 -2009	Feb 2010	Q1-10	Q2 -2010	Q3 -2010	Q4 -2010	Feb 2011
<p>Increase number of Specialist Staff and ensure EE (More people)</p> <p><i>Measure: Staff on Payroll and Employment Equity Profile</i></p>	Appoint 1 specialist, 2 interns	Appoint 1 specialist	Appoint 4 Specialists	Graduate interns to Jnr specialists	6 Specialists, 2 Junior Specialists at a cost of X	Appoint 2 interns	-	Appoint 1 specialist, 2 interns	Appoint 1 specialist, Graduate interns	8 specialists, 2 mid, 2 junior specialists at a cost of X
<p>Keep adding value for existing clients – expand offering</p> <p><i>Measure: Revenue growth of 60% per year,</i></p>	Design 3 rd revenue stream product	Rx from Niche service as add-on to current service	Launch E-learning	Rx from Niche service as add-on to current service	Develop additional revenue stream of Y Develop 2 new training courses that will earn Y	Launch 3 rd revenue stream	Rx from Niche service as add-on to current service	RX Revenue from new stream	Rx from Niche service as add-on to current service	Y revenue from new stream Y revenue from current streams Y from niche services
<p>Source international clients</p> <p><i>Measure: Revenue growth of 60% per year, which 30% and 50% must be forex for the respective years.</i></p>		Commence work of \$x at new client		Commence work of EuroX at new client	Establish 3 new international clients with Y revenue		Commence work of \$Y at new client		Commence work of EuroY at new client	Establish 2 new international clients with Rx revenue
<p>Establish 2nd / 3rd Office</p> <p><i>Measure: Offices set-up.</i></p>				Launch 2 nd office	Offices in two business communities at a cost of X				Launch 3 rd Office	Two local offices, one international office at a cost of X

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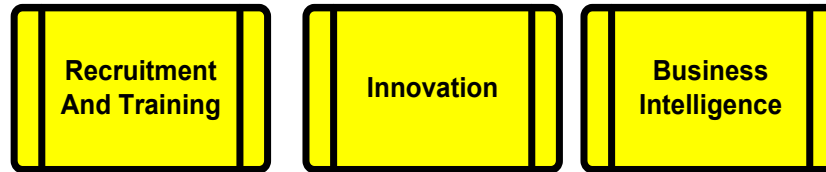
List what you will do to achieve these goals, for example:

- a) Execute a recruitment and training programme in line with revenue growth
- b) Innovate and develop superior value add services, products and training
- c) Build business intelligence system to know when there is a problem at a (potential) client that needs our solution/s
- d) Use business intelligence to position offices effectively.

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To action these, you will need processes.

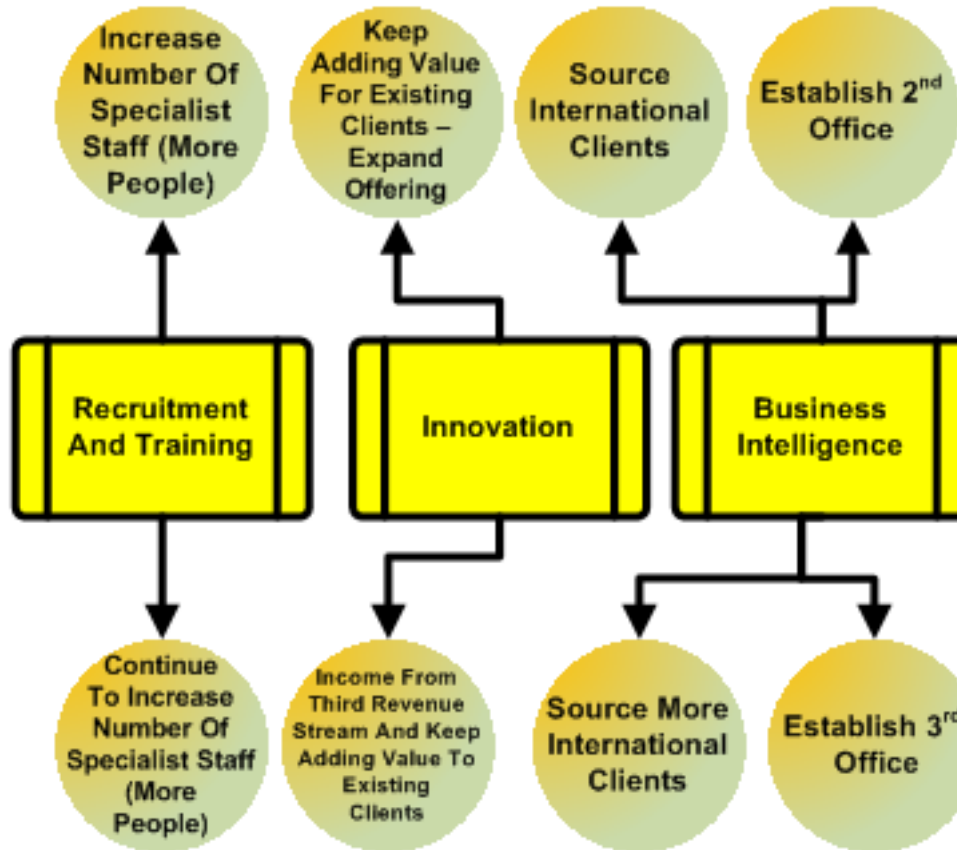
- a) Use a process icon to represent the processes you will need, for example:



- b) In this example, these three processes should result in achieving the goals.
- c) To double check, make sure you have a process that will address each goal, for example:



2009 Goals



To Be Achieved Feb 2010



2010 Goals

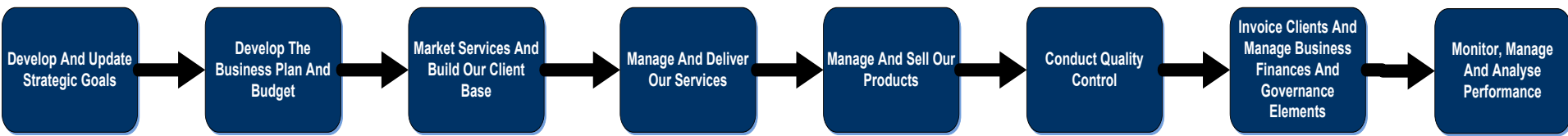


To Be Achieved Feb 2011

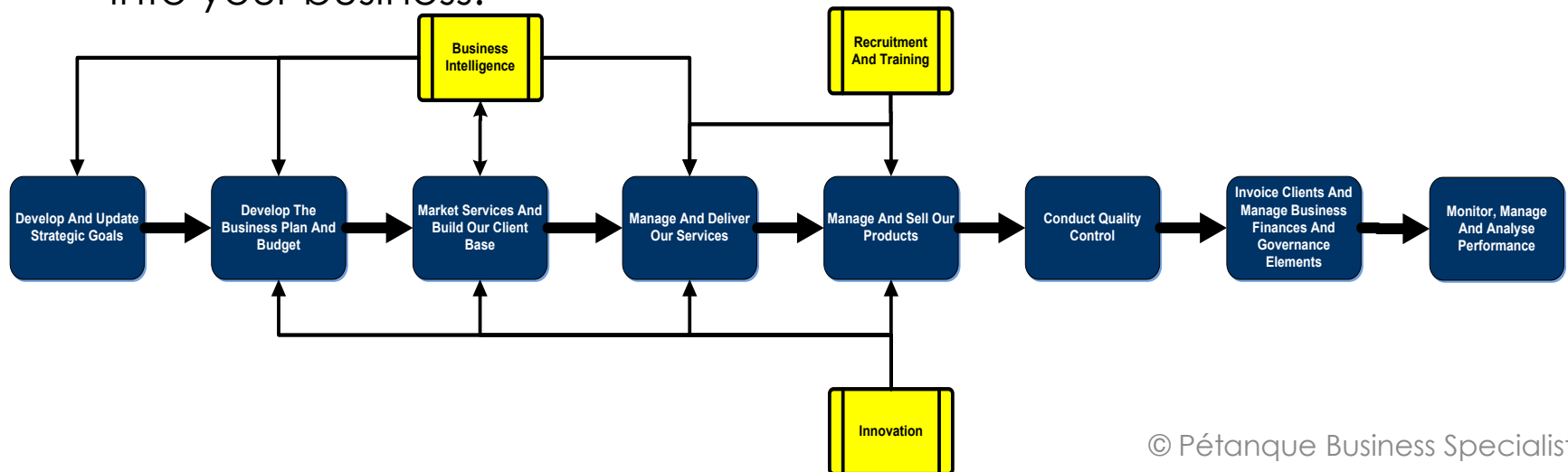
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To incorporate these processes into the current activities of the enterprise,

a) State in 8 to 10 steps what you do in the enterprise, for example.



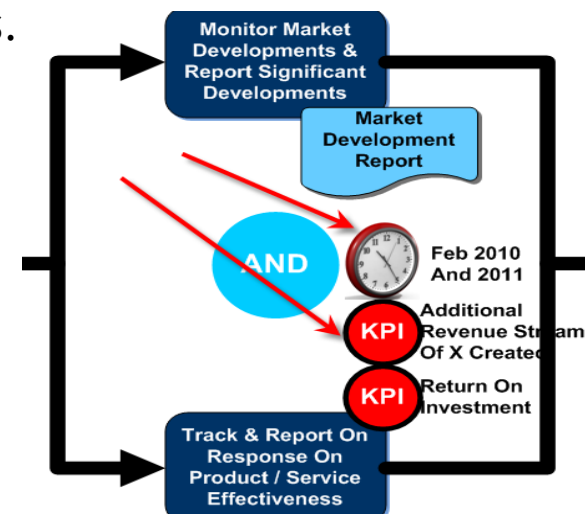
b) Now show where the processes that will deliver your strategic goals, will fit into your business.



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Almost done! Spend time on unpacking the steps you will need in your strategic goals processes, in the example, the yellow icons.

- a) In exactly the same way that you listed the steps of your business, list the steps you want to follow for each of the yellow processes.
- b) See the [generic innovation process](#) which you can use with our compliments.
- c) Decide who will be responsible for each process and assign the process to the owner.
- d) Do the same for each step, assigning an accountable person to execute actions.
- e) Add timelines.
- f) Then add your measurements, or KPI's. For example, in the innovation map, your KPI of revenue stream of X created will ensure that you drive your process toward achieving your goals.



Congratulations!

**You are on your way to really achieving
your 2009 goals.**

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